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AUG 16 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

From: <KMVARGHA@pwinet.upj.com>
To: A16.A16(kidstv)
Date: 8/16/95 1:15pm
Subject: Children's Broadcasting Standards

Dear Mr. Chairman,

This afternoon I was listening to your address to the National Press Club on the future of Children's Broadcasting and the public airways, in which you called on the public to let you know what they think.

While I generally find myself to be an advocate of the free market. I do remember certain cases from my economics training when a government should step in and correct actions for the public good (i.e. national defense). As a father of 3 small children, who get most of their educational (and all) television from PBS (to whom we contribute annually), I believe there is a need for more children's programming on the public airwaves. In this case, government should take a more active stance in defining specific standards that need to be met. In marketing, we call those the "price of entry" features and benefits you must offer consumers to be a success. In this case, it should be the "price of entry" of holding a license to broadcast in the public interest.

Your example of children preferring recess over the classroom is a relevant one and does apply to this arena. While all children are not alike, this generally is true. That is why we don't let our children watch "Mighty Morphin' Power Rangers." While there is some "principled ideas" stuck in there, the violent solutions, which later manifest themselves in violent actions in our children, are the problem. I know, as I've seen my little boy kick and chop his siblings, before we banned this show from our home.

Thanks for taking an active stance in the public interest. I hope you are successful in increasing the responsibility of broadcasters towards their youngest viewers.

Sincerely,

Ken Vargha
6118 Sablewood Circle
Portage, MI 49002
(616) 329-1120

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From: <KATE@PALS.GUILFORD.EDU>
To: A16.A16(KIDSTV)
Date: 8/16/95 3:45pm
Subject: Concerns about Children's TV

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Dear Mr. Hundt,

Recently I obtained a copy of your 7/27 speech to the Nat'l Press Club. It was most heartening to know that you are so concerned about the escalation of media violence, along with 80 % of the American public. I am deeply troubled, and wish to commend you wholeheartedly for your courageous words that day.

It has been difficult for me to know what to do about the problem, but now I know that contacting you and offering support to your ideas is one very positive thing. One of the most important points you made is that parents need better choices - and the power to enforce them with their children.

Please do whatever you can to make this possible! I really like the idea of the Contract for Kids and the FCC holding the broadcasters accountable, based on those contracts.

Thank you for the opportunity to air my views. I expect you will also be hearing from some of my friends soon, as your speech is being distributed and discussed this month in our church Sunday School class.

Carry on!

Most Sincerely,

Kate Hood - mother of children 11 and 8 years

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List A B C D E

From: <WPDC@aol.com>
To: A16.A16(kidstv)
Date: 8/16/95 8:43am
Subject: Kids Television

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Dear sirs,

Please require TV stations to make a significant effort in time and money to educational TV. If we loose Public TV, we will need the comercial stations to pick up the slack.

Willie Cade
312-563-7575

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